



Email Marketing Campaign

Gather Voices' webinars attracted strong leads, but they needed a strategy to convert them. We created targeted email sequences to nurture attendees into sales-ready prospects.

Gather Voices Lead Nurture

Email Marketing Campaign

Program Overview

Gather Voices' webinars generated leads, but many weren't converting. We created personalized email nurture sequences to keep prospects engaged and move them toward sales.

Objectives

- Convert webinar attendees into marketing-qualified leads
- Deliver contextually relevant follow-up content
- Increase engagement to drive more sales conversations

What We Did

Our email strategy focused on:

- Tailored nurture sequences aligned with each webinars' topic
- Values-based messaging addressing attendee pain points
- HubSpot automation to efficiently deliver emails and track engagement over time
- Performance monitoring and optimization to continuously improve future sequences

Results

The optimized email nurture sequences significantly improved lead **engagement** and **conversions** to sales-qualified leads.

1

199% lift in unique clicks

More recipients engaged with the content

2

200% increase in click rate

Higher intent from prospects

3

11% decline in unsubscribe rate

Improved retention through relevant messaging

Hi Friend,

It was great to hang out with so many of you at our recent conversation with [Tony Rossell](#). We discussed:

- The reasons why many organizations struggle to grow their membership
- Best practices for meeting evolving members' needs and delivering significant recurring revenue
- Key themes from the book [Membership Recruitment: How to Grow Recurring Revenue, Reach New Markets, and Advance Your Mission](#)
- A sneak peek at the 2022 [Membership Marketing Benchmarking Report](#) from Marketing General Incorporated

You can catch the entire replay of the conversation anytime [using this link](#).



I'd love to hear from you! If you have any feedback on the webinar, additional questions to ask, or would like to recommend a topic for a future webinar, please [feel free to reach out](#).

Sincerely,

[Michael Hoffman](#)

CEO, Gather Voices



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Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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